

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First-Named Inventor: ONDECK, Kristen  
Diane  
Application No.: 09/349676 Conf.:  
Date Filed: 07/08/1999

Docket No.: PHA 23681  
Art Unit: 3622  
Examiner: Janvier, J.

Title: POST-SALES CUSTOMIZATION ACCORDING TO RETAILER'S SPECIFICATION

Assistant Commissioner for Patents  
Washington, D.C. 20231

**TRANSMITTAL LETTER**

Sir:

There are a total of 5 pages in this submission which includes this transmittal letter, as well as the documents listed below:

☒ Response and Amendment to Office Action Dated 08/08/2003.

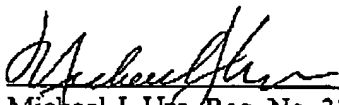
☐

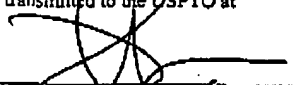
☐

The Commissioner is hereby requested and authorized pursuant to 37 CFR §1.136(a)(3), to treat any concurrent or future reply in this application requiring a petition for extension of time for its timely submission, as incorporating a petition for extension of time for the appropriate length of time. Please charge any additional fees which may now or in the future be required in this application, including extension of time fees, but excluding the issue fee unless explicitly requested to do so, and credit any overpayment, to Deposit Account No. 14-1270.

Date: 10/13/03

Respectfully submitted,

By   
Michael J. Ure, Reg. No. 33,089  
(408) 474-9077  
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San Jose, CA 95111

CERTIFICATE OF MAILING or TRANSMISSION	
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to "Commissioner for Patents, Washington, D.C. 20231," or facsimile transmitted to the USPTO at (703) 872-9326, on the date indicated below.	
(Date) <u>10.13.2003</u>	(Signature) <u></u>
	(Name) Daniel L. Michalek

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Kristen Diane Ondeck  
Appl. No. : 09/349,676  
Filed : 08 July 1999  
Title : Post-Sales Customization  
According To Retailer's  
Specification

Grp./Art Unit : 3622  
Examiner: J. Janvier

Docket No. : PHA 23681

Assistant Commissioner for Patents

## RESPONSE and AMENDMENT

Sir:

This is in response to the Office Action of 8 August 2003.

IN THE TITLE

Please delete the present title and insert therefore the following new title:

A METHOD FOR CUSTOMIZING A BASE PRODUCT BASED ON RETAILER'S

IDENTIFICATION

IN THE CLAIMS

Please amend the claims as follows.

1. (Cancelled)
2. (Cancelled)
3. (Cancelled)
4. (Cancelled)

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